



Module #11: Strengthening Business Relationships through Quality Customer Service (QCS)

Seminar Objectives

- Understand how the three internal components of QCS influence external quality of service
- Determine how "Moments of Truth" can create WOW! customer experiences
- Identify and practice communication tips for building relationships with customers,
- Learn about and apply the L.I.S.T.E.N conflict resolution process
- Find out about your personal style and describe alternative styles and
- Discover tips for handling six types of challenging customers.

Seminar Description

This module focuses on the concept of Quality Customer Service (QCS) as a way to strengthen business relationships with both our internal and external customers. This module introduces the following three elements of QCS: Effective Communications, Handling "Difficult" Customers, and The Conflict Resolution Process. Participants will have an opportunity to understand how each of these elements contributes to both their success and the success of their organization. An emphasis is placed on individual and small-group "hands-on" activities which apply and reinforce the concepts.

Our Quality Customer Service Philosophy Impacts Every Department in our Organization ²

The continued growth of our business depends solely on our ability to successfully develop a lifetime relationship with our customers.

We must constantly put our efforts into improving the excellent service we provide.

We have a strong company wide commitment to do everything in our power to be responsive to our customer's needs.

We will continue to lend an open ear to our customers.

Their feedback will enable us to maintain our pledge to provide quality customer service the first time...every time...

A Company is Known By the People It Keeps

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**Quality Customer Service is
identifying and helping the customer
obtain their wants and needs.**

One might initially think of a company such as Microsoft as being a "technology" company, which is true. However, their best consumer and corporate customers, who also, by the way, are some of their most loyal customers, recognize that Microsoft is a "service" company. This perception underscores the important role that Quality Customer Service plays in the eyes of customers.

Successful 21st Century organizations from many different industries are finding that it is the "value-added" elements of their business which are serving to "differentiate" them from their competitors. This concept relates to many companies because it is their "product" that permits them to be introduced to their customers by "knocking" on their doors. However, it is the "value-added" services and attention to customer's specific needs which allows their doors to open wide after the introduction.

Once the customer's needs and wants are identified, it is through Quality Customer Service that they are met. The customer's demands should be satisfied to the best of an organizations ability, without compromising or sacrificing company policies and procedure. This is not always as simple as it sounds.

This training material will address techniques for strengthening business relationships through Quality Customer Service which is offered by Associates at all levels and departments. Quality Customer Service which differentiates your organization from others and provides a distinct competitive advantage.

A Customer is the most important person ever to this company.

A Customer is not dependent on us, we are dependent on him/her.

A Customer is not an interruption of our work, he/she are the purpose of it.

We are not doing them a favor by serving them, they are doing us a favor by giving us the opportunity to do so.

A Customer is not someone to argue or match wits with, nobody ever won an argument with a customer.

A Customer is a person who brings us their wants, it is our job to handle those wants effectively for them and for ourselves.

Our Customers

.....deserve to be treated courteously under all conditions and circumstances.

Our Customers

.....are people with individual needs; we must be flexible and adapt to unique situations.

Our Customers

.....have the right to our full attention when they need us.

Our Customers

.....have the right to expect that our products and service will meet their needs.

Our Customers

.....have the right to complain when our services do not meet their expectations.

Our Customers

.....have the right to expect speed, accuracy and attention to detail when we fill orders and process bills.

Our Customers

.....have the right to expect that we are dedicated and work as a team.

Our Customers

.....have the right to feel appreciated for their business and not feel that we take their business for granted.